CONTRACT

WLWT-TV/DT CINCINNATI

WLWT 1700 Young Street Cincinnati, OH 45202 (513)412-5000

www.wlwt.com

Week: 10/22/12

10/28/12

-TWTF--

And:

Greer Margolis Mitchell Burns 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order #	
	941244	1		06259798	
Product					
OBAMA FOR AMERICA					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1537				
<u>Advertiser</u>			Ori	ginal Date /	Revision
Obama/D/President			1	0/22/12	/ 10/22/12
	Billing Cycle	Billing Calendar		endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accour	nt E	xecutive	Sales Office
	WLWT	Mica H	lans	en	HRP -Washingto
	Special Hand	ling			
	Demographic				
	Adults 25+				
	IDB#	Adverti	iser	Code	Product Code
	9912856	95			101

Agency Ref

Spots/

Advertiser Ref

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WLWT10/02/12 11/02/12 Days of Our Lives NM \$1,900.00 1-2p :30 Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--4 \$65.00 Meek: 10/08/12 10/14/12 \$75 AA

Week: 10/08/12	10/14/12	-TWTF	4	\$75.00				
Week: 10/15/12	10/21/12	-TWTF	4	\$80.00				
Week: 10/22/12	10/28/12	-TWTF	4	\$80.00				
Week: 10/29/12	11/04/12	-TWTF	4	\$175.00				
2 WLWT 10/02/	12 11/02/1	12 NBC Toda	y Show III	10-11a	:30	NM	16	\$6,400.00
Class of Time	- Pre-emptil	ole with notice						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		l l		
Week: 10/01/12	10/07/12		0	\$175.00				
Week: 10/08/12	10/14/12	-TWTF	4	\$400.00				
Week: 10/15/12	10/21/12	-TWTF	4	\$400.00				
Week: 10/22/12	10/28/12	-TWTF	4	\$400.00				
Week: 10/29/12	11/04/12	-TWTF	4	\$400.00				
3 WLWT10/02/	12 11/02/1	12 NBC Toniç	ght Show	1135-1237a	:30	NM	20	\$3,600.00
Class of Time	- Immediate	ly Pre-emptible	without notice			l l		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		i i		
Week: 10/01/12	10/07/12	-TWTF	4	\$125.00				
Week: 10/08/12	10/14/12	-TWTF	4	\$125.00		į.		
Week: 10/15/12	10/21/12	-TWTF	4	\$125.00				
Week: 10/22/12	10/28/12	-TWTF	4	\$125.00				
Week: 10/29/12	11/04/12	-TWTF	4	\$400.00				
4 WLWT10/02/	12 11/02/1	12 STEVE H	ARVEY DAY	STEVE HARVEY [:30	NM	16	\$1,000.00
Class of Time	- Immediate	ly Pre-emptible	without notice					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				
Week: 10/01/12	10/07/12		0	\$100.00				
Week: 10/08/12	10/14/12	-TWTF	4	\$50.00				
Week: 10/15/12	10/21/12	-TWTF	4	\$50.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$50.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 941244 /
 06259798

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 OBAMA FOR AMERICA
 1537

 Advertiser
 Original Date / Revision

 Obama/D/President
 10/22/12 / 10/22/12

Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$100.00						
5 WLWT 10/02/	12 11/02/1	12 1230-1p		1230-1p		:30		NM	20	\$1,260.0
Class of Time	- Immediate	ly Pre-emptible	without notice	,						
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	4	\$50.00						
Week: 10/08/12	10/14/12	~TWTF~~	4	\$55.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$55.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$55.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$100.00						
6 WLWT 10/02/			w/Jimmy Fallon	1237-136a		:30		NM	20	\$1,340.0
		ly Pre-emptible		D. (.						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	4	\$40.00						
Week: 10/08/12	10/14/12 10/21/12	-TWTF	4	\$40.00						
Week: 10/15/12		-TWTF	4	\$40.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	4 4	\$40.00 \$175.00						
7 WLWT 10/02/				12-1230p		:30		NM	20	\$1,500.0
				12-12-50p		.50		INIVI	20	Ψ1,500.0
Start Date	- Immediate End Date	ly Pre-emptible Weekdavs	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	\$45.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$60.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$60.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$60.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$150.00						
8 WLWT 10/02/	12 11/02/1	12 NBC Carso	on Daly	Carson Daly		:30		NM	20	\$320.0
Class of Time	- Immediate	ly Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	4	\$5.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$10.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$5.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$10.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$50.00						
9 WLWT 10/02/	12 11/02/1	12 2-3p		2-3p		:30		NM	16	\$1,600.0
		ly Pre-emptible								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12		0	\$175.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$75.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$75.00				•		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	4	\$75.00 \$175.00						
			4			:30	<u> </u>	NM	20	¢2 240 0
10 WLWT 10/02/				Judge Judy		.su		INIVI	20	\$2,340.0
		ly Pre-emptible		Data						
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$75.00						
								1		
Meek: 10/08/12	111/1/17	- 1 10/ 1 1	4	8(7(11)))						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	4 4	\$70.00 \$70.00						

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 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 OBAMA FOR AMERICA
 1537

 Advertiser
 Original Date / Revision

 Obama/D/President
 10/22/12 / 10/22/12

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$300.00						
11 WLWT 10/02/	/12 11/02/	12 DR OZ EF		4PM-5PM		:30		NM	20	\$2,900.00
Class of Time	e - Immediate	ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	4	\$70.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$75.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$140.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$140.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$300.00						
12 WLWT 10/02				430-5a		:30		NM	20	\$500.00
		ely Pre-emptible								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	4	\$25.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$25.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$25.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$25.00						
Week: 10/29/12	11/04/12	-TWTF	<u>4</u> -	\$25.00					00	400 000 00
13 WLWT 10/02		•	- news	5-530p		:30		NM	20	\$20,000.00
		ble with notice		_ .						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	4	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF -TWTF	4	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12		4	\$1,000.00						
Week: 10/29/12	10/26/12	-TWTF -TWTF	4 4	\$1,000.00 \$1,000.00						
14 WLWT 10/02/			4	5-6a		:30		NM	45	\$2,565.00
				J-0a		.50		IAIAI	40	Ψ2,303.00
Start Date	End Date	ely Pre-emptible Weekdays	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-TWTF	9	\$40.00						
Week: 10/08/12	10/14/12	-TWTF	9	\$40.00						
Week: 10/15/12	10/21/12	-TWTF	9	\$40.00						
Week: 10/22/12	10/28/12	-TWTF	9	\$40.00						
Week: 10/29/12	11/04/12	-TWTF	9	\$125.00						
15 WLWT 10/02	/12 11/02/	12 530-6p M-l	news	530-6p		:30		NM	20	\$20,000.00
Class of Time	- Pre-empti	ble with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	4	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
16 WLWT 10/02		12 6-630p M -l	news	6-630p		:30		NM	16	\$16,000.00
		ble with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12		0	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$1,000.00						

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Contract / Revision Alt Order# 06259798 941244 **Contract Dates** Product Estimate#

OBAMA FOR AMERICA 1537

<u>Advertiser</u> Original Date / Revision 10/22/12 / 10/22/12 Obama/D/President

10/02/12 - 11/06/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 4	<u>Rate</u> \$1,000.00						
17 WLWT 10/02	/12 11/02/	12 6-7a news		6-7a		:30		NM	36	\$28,800.00
		ble with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	0 9	\$250.00						
Week: 10/06/12	10/14/12	-TWTF	9	\$800.00 \$800.00						
Week: 10/13/12	10/28/12	-TWTF	9	\$800.00						
Week: 10/29/12	11/04/12	-TWTF	9	\$800.00						
18 WLWT10/02		12 7-730p		7-730p		:30	··········	NM	5	\$4,000.00
Class of Time	- Pre-empti	ble with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-T	1	\$800.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$800.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	1	\$800.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$800.00 \$800.00						
19 WLWT 10/02/			/ Show	7-9a	-	:30		NM	64	\$76,800.00
		ble with notice	y Ollow	7-5 a		.50		INIVI	04	\$70,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12		0	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	16	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	16	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	16	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	16	\$1,200.00						
20 WLWT 10/02/		•		730-8p		:30		NM	5	\$4,000.00
		ble with notice						1		
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -T	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$800.00 \$800.00						
Week: 10/05/12	10/14/12	-TWTF	1	\$800.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$800.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$800.00						
21 WLWT 10/02/	12 11/02/		/ Show II	9-10a		:30		NM	16	\$12,800.00
Class of Time		ble with notice							, 0	Ψ12,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12		0	\$250.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$800.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$800.00						
Week: 10/22/12	10/28/12	-TWTF	4	\$800.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$800.00						
22 WLWT10/02/		•	/I-Su	11-1135p		:30		NM	25	\$42,500.00
Class of Time Start Date	- Pre-emptil End Date	ole with notice	Consta AAIn -1-	Data				1		
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TwTFS-	Spots/Week 5	<u>Rate</u> \$1,700.00						
Week: 10/08/12	10/14/12	-TWTFS-	5	\$1,700.00				1		
Week: 10/15/12	10/21/12	-TWTFS-	5	\$1,700.00				1		
Week: 10/22/12	10/28/12	-TWTFS-	5	\$1,700.00				1		

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Alt Order # Contract / Revision 941244 06259798

Contract Dates Product Estimate # 10/02/12 - 11/06/12 OBAMA FOR AMERICA 1537

Original Date / Revision Advertiser 10/22/12 / 10/22/12 Obama/D/President

*1: 06 04	Deta Frad F	nata Danamintia		Start/End Time	Dovo	Spo		TypeS	note	Amount
*Line Ch Start		<u> </u>		Start/End Time	Days	Length Wee	ek Nate	турез	pois	Amount
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTFS-	Spots/Week 5	<u>Rate</u> \$1,700.00						
23 WLWT 10/12	2/12 11/02/	12 F10-11p		F10-11p		:30		NM	2	\$2,150.00
Class of Tim	e - Immediat	ely Pre-emptible	without notice							
Start Date		Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$650.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$1,500.00						
Week: 10/29/12	11/04/12	1	1	\$1,500.00						
24 WLWT 10/05	5/12 11/02/	12 F9-10p		F9-10p		:30		NM	3	\$3,800.00
		ely Pre-emptible								
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$800.00						
Week: 10/01/12	10/07/12	T	1 0	\$0.00						
Week: 10/06/12	10/14/12	1	1	\$800.00						
	ate Range	Descriptio	•	Start/End Time	Weekday	ys Length	<u>Rate</u>	Туре		
		1/12 F9-10p	1.1	F9-10p			\$800.00	NM		
See MG 2							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
		/12 F9-10p		F9-10p	F	= :30	\$2,200.00	NM		
MG for 24	1.2 10/19	•		,				ı		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$800.00						
25 WLWT10/08	3/12 11/05/	12 Mon NBC I	Prime Other	Prime Other		:30		NM	4	\$7,000.00
Class of Tim	ie - Immediat	ely Pre-emptible								
Start Date	•	Weekdays	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1	1	\$1,400.00 \$1,600.00				1		
Week: 10/15/12	10/21/12	1	1	\$2,000.00						
	ate Range	Descriptio	n '	Start/End Time	Weekda	ys <u>Length</u>	<u>Rate</u>	<u>Type</u>		
		B/12 Mon NBC		Prime Other	M		\$2.000.00	NM		
Credited	v v						,			
Week: 10/29/12	11/04/12	1	1	\$2,000.00						
Week: 11/05/12	11/11/12	1	1	\$2,000.00						
26 WLWT 10/06	5/12 11/04/	12 Sa/Su 5-6a	News	Sa/Su 5-6a		:30		NM	20	\$960.00
		ely Pre-emptible								
Start Date		Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	SS	4	\$35.00						
Week: 10/08/12	10/14/12	SS	4	\$35.00						
Week: 10/15/12	10/21/12	SS	4	\$35.00						
Week: 10/22/12	10/28/12	SS	4	\$35.00						
Week: 10/29/12	11/04/12	SS	4	\$100.00						
27 WLWT 10/06				Sa/Su 6-7a		:30		NM	20	\$1,740.00
		ely Pre-emptible	without notice Spots/Week	Pata						
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> SS	Spots/vveek 4	<u>Rate</u> \$65.00						
Week: 10/08/12	10/14/12	SS	4	\$70.00						
Week: 10/15/12	10/21/12	SS	4	\$70.00						
Week: 10/22/12	10/28/12	SS	4	\$55.00						
Week: 10/29/12	11/04/12	SS	4	\$175.00						
								•		

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Contract / Revision Alt Order# 941244 06259798 Product Contract Dates Estimate # 10/02/12 - 11/06/12 OBAMA FOR AMERICA 1537

Advertiser Original Date / Revision 10/22/12 / 10/22/12 Obama/D/President

						Spots				
*Line Ch Start Da	ate End Da	ate Description	ו	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		<u> </u>				
28 WLWT10/06/12	2 11/04/1	2 Sa/su7-8a n	ews	Sa/su7-8a		:30		NM	21	\$16,800.00
Class of Time -	•									
	End Date	<u>Weekdays</u> SS	Spots/Week	Rate						
	10/07/12 10/14/12	SS	4	\$800.00 \$800.00						
	10/14/12	SS	4	\$800.00						
	10/21/12	SS	4	\$800.00						
	11/04/12	SS	5	\$800.00						
29 WLWT10/06/12			ywood Weekend	<u> </u>		:30		NM	5	\$90.00
		ly Pre-emptible v	2 ′	20		.00			•	400,00
	End Date	Weekdays	Spots/Week	Rate						
	10/07/12	1-	1	\$10.00						
Week: 10/08/12	10/14/12	1-	1	\$10.00						
Week: 10/15/12	10/21/12	1-	1	\$10.00						
	10/28/12	1-	1	\$10.00						
Week: 10/29/12	11/04/12	1-	1	\$50.00						
30 WLWT10/06/12				Sa 10-11a		:30		NM	5	\$900.00
		ly Pre-emptible v		 .						
	End Date	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u>						
	10/07/12 10/14/12	1-	1	\$150.00 \$150.00						
	10/14/12	1-	1	\$150.00 \$150.00						
	10/28/12	1-	1	\$150.00						
	11/04/12	1-	1	\$300.00						
31 WLWT 10/06/12		2 NBC Saturd	ay Night Live	NBC Saturday Nigh		:30		NM	3	\$2,000.00
Class of Time -		ly Pre-emptible v	-	, ,						
	End Date	Weekdays	Spots/Week	<u>Rate</u>						
	10/07/12	1-	1	\$500.00						
	10/14/12	1-	1	\$500.00						
	10/21/12		0	\$1,000.00						
	10/28/12		0	\$1,000.00						
	11/04/12	1-	1	\$1,000.00						
32 WLWT 10/06/12		•		Sa/Su 6p News		:30		NM	4	\$1,135.00
		ly Pre-emptible v		Data						
	End Date 10/07/12	Weekdays 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$200.00						
	10/14/12	1-	1	\$200.00						
	10/21/12	1	1	\$200.00						
	Range	Description		Start/End Time	Weekday	s <u>Length</u>	Rate	<u>Type</u>		
	5/12-10/21/	12 Sa/Su 6p n	ews	Sa/Su 6p News			\$600.00	NM		
See MG 32.0										
	0/12-10/20/	12 READY TO	ROAR	READY TO ROAF	?	Sa :30	\$600.00	NM		
Credited	10/00:15		,	* 405.55						
	10/28/12	1-	1	\$135.00						
	11/04/12	1-	1 .	\$600.00						
33 WLWT 10/06/12				Sa8-10a		:30		NM	15	\$3,675.00
Class of Time - Start Date		ly Pre-emptible v	vithout notice Spots/Week	Rata						
Start Date	LIN Date	vvcchuays	Opora/ A A CCK	Rate						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 06259798 941244

Contract Dates Product Estimate # 10/02/12 - 11/06/12 OBAMA FOR AMERICA 1537

Original Date / Revision Advertiser 10/22/12 / 10/22/12 Obama/D/President

			Spots	1			
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Week		TypeS	pots	Amount
Start Date	Rate						
Week: 10/01/12 10/07/123- 3	\$225.00						
Week: 10/08/12 10/14/123- 3	\$200.00						
Week: 10/15/12 10/21/123- 3	\$200.00						
Week: 10/22/12 10/28/123- 3	\$200.00						
Week: 10/29/12 11/04/123- 3	\$400.00						
34 WLWT10/07/12 11/04/12 Extra Weekend	Extra Weekend		:30		NM	5	\$105.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/01/12 10/07/121 1	\$20.00						
Week: 10/08/12 10/14/121 1	\$20.00						
Week: 10/15/12 10/21/121 1	\$20.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	Туре		
3 WLWT 10/15/12-10/21/12 Extra Weekend	Extra Weekend			\$20.00	NM		
See MG 34.6	ZANG FFOOTONG			V 20/00			
6 WLWT 10/28/12-10/28/12 Extra Weekend	Extra Weekend		-Sı :30	\$20.00	NM		
MG for 34.3 10/21				•			
Week: 10/22/12 10/28/121 1	\$20.00						
Week: 10/29/12 11/04/121 1	\$25.00						
35 WLWT10/07/12 11/04/12 NBC MEET THE PRESS	NBC MEET THE I	-	:30		NM	5	\$1,500.00
Class of Time - Immediately Pre-emptible without notice							
Start Date End Date Weekdays Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/121 1	\$300.00						
Week: 10/08/12 10/14/121 1	\$300.00						
Week: 10/15/12 10/21/121 1	\$300.00						
Week: 10/22/12 10/28/121 1	\$300.00						
Week: 10/29/12 11/04/121 1	\$300.00						
36 WLWT10/07/12 11/04/12 Late News after NFL	Late News		:30		NM	5	\$2,100.00
Class of Time - Immediately Pre-emptible without notice	n .						
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate						
Week: 10/01/12	\$325.00 \$325.00						
Week: 10/15/12 10/14/121 1	\$325.00						
Week: 10/13/12 10/21/121 1	\$325.00						
Week: 10/29/12 11/04/121 1	\$800.00						
37 WLWT10/07/12 11/04/12 Sports Rock	Sports Rock		:30		NM	4	\$705.00
Class of Time - Immediately Pre-emptible without notice	Opons Noon		.50		14141	7	Ψ700.00
Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/01/12 10/07/121 1	\$40.00						
Week: 10/08/12 10/14/121 1	\$40.00						
Week: 10/15/12 10/21/12 0	\$300.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	<u>Type</u>		
6 WLWT 10/21/12-10/21/12 Late News after NFL	Late News		-St :30	\$325.00	NM		
(f) MG for 37.3 10/21							
Week: 10/22/12 10/28/12 0	\$300.00						
Week: 10/29/12 11/04/121 1	\$300.00						
D 38 WLWT10/07/12 11/04/12 Extra Weekend	Extra Weekend		:30		NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice							
39 WLWT10/07/12 11/04/12 The Outdoorsman	Outdoorsman		:30		NM	5	\$125.00
Class of Time - Immediately Pre-emptible without notice					I		

(* Line Transactions: N = New, E = Edited, D = Deleted)



10/02/12 - 11/06/12 OBAMA FOR AMERICA 1537

 Advertiser
 Original Date / Revision

 Obama/D/President
 10/22/12 / 10/22/12

						Spots/	,			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$25.00						
Week: 10/08/12	10/14/12	1	1	\$25.00						
Week: 10/15/12	10/21/12	1	1	\$25.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$25.00 \$25.00						
40 WLWT 10/07/			IEWS	Sa/Su 6p News		:30		NM	4	\$1,135.00
		ely Pre-emptible		Carca op Hono		.00			·	V 1, 1 U U 1
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$200.00						
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
	<u>ite Range</u>	<u>Descriptio</u>	-	Start/End Time	Weekda		<u>Rate</u>	<u>Type</u>		
3 WLWT 10.		/12 Sa/Su 6p i	news	Sa/Su 6p News		Si :30	\$600.00	NM		
See MG 40		/12 READY TO	∩ <i>P</i> ∩ <i>AP</i>	READY TO ROA		Sı :30	\$600.00	NM		
(H) Credited	/21/12-10/21	//2 READT N	JAOAR	KEADT TO KOA	W	.50	\$000.00	14141		
Week: 10/22/12	10/28/12	1	1	\$135.00						
Week: 10/29/12	11/04/12	1	1	\$600.00						
41 WLWT 10/07/		12 NFL Pre-G	ame	NFL		:30		NM	4	\$2,600.00
Class of Time	e - Immediate	ely Pre-emptible								•
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$250.00						
Week: 10/08/12	10/14/12	1	1	\$450.00						
Week: 10/15/12	10/21/12		0	\$1,500.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$1,500.00						
42 WLWT 10/07/	/12 11/04/	12 NBC Sunda	ay Today	Su8-9a		:30		NM	5	\$7,500.00
		ble with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,500.00						
Week: 10/08/12	10/14/12	1 1	1	\$1,500.00 \$1,500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,500.00 \$1,500.00						
Week: 10/29/12	11/04/12	1	1	\$1,500.00						
43 WLWT 10/07/			ar Sassan	NFL		:30		NM	4	\$7.600.00
		ely Pre-emptible		INFL		.50		INIVI	-	\$7,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,400.00						
Week: 10/08/12	10/14/12	1	1	\$1,400.00				l l		
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,800.00						
Week: 10/29/12	11/04/12	1	1	\$3,000.00						
44 WLWT 10/07/	/12 11/04/	12 Su 9-10a N	lews	Su 9-10a		:30		NM	5	\$4,500.00
		ble with notice	_	_						
Start Date	End Date	Weekdays	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	1	1	\$900.00						
Week: 10/08/12	10/14/12	1	1	\$900.00 \$000.00						
Week: 10/15/12	10/21/12	1	1	\$900.00				1		

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 Contract / Revision
 Alt Order #

 941244 /
 06259798

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 OBAMA FOR AMERICA
 1537

 Advertiser
 Original Date / Revision

 Obama/D/President
 10/22/12 / 10/22/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/22/12 10/28/121 1	\$900.00			
Week: 10/29/12 11/04/121 1	\$900.00			
45 WLWT10/11/12 10/25/12 Th10-11p	Th10-11p	:30	NM 1	\$600.00
Class of Time - Immediately Pre-emptible without notice	Poto			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	<u>Rate</u> \$1,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WLWT 10/08/12-10/14/12 Th10-11p	Th10-11p	Th :30 \$1,500.00	NM	
Credited				
Week: 10/15/12 10/21/12 0	\$0.00		ŀ	
Week: 10/22/12 10/28/121 1	\$600.00			
46 WLWT10/04/12 11/01/12 Th8-9p	Th8-9p	:30	NM 3	\$1,800.00
Class of Time - Immediately Pre-emptible without notice				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u>			
Week: 10/01/12	\$400.00 \$0.00			
Week: 10/15/12 10/14/121 1	\$400.00		l	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121 1	\$1,000.00			
47 WLWT10/09/12 10/23/12 T10-11p	T10-11p	:30	NM 1	\$900.00
Class of Time - Immediately Pre-emptible without notice	110-11p	.50	I NIVI	ψ500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/08/12 10/14/12 -1 1	\$900.00			
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 0	\$1,500.00			
N 48 WLWT10/02/12 10/30/12 T8-9p	T8-9p	:30	NM 4	\$6,100.00
Class of Time - Immediately Pre-emptible without notice				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$1,500.00			
Week: 10/08/12 10/14/12 -1 1	\$1,200.00			
Week: 10/15/12 10/21/12 -1 1	\$1,400.00			
Week: 10/22/12 10/28/12 0	\$1,200.00			
Week: 10/29/12 11/04/12 -1 1	\$2,000.00			
49 WLWT10/02/12 10/30/12 T9-10p	T9-10p	:30	NM 2	\$1,200.00
Class of Time - Immediately Pre-emptible without notice	·			. ,
Start Date	<u>Rate</u>			
Week: 10/01/12 10/07/12 -1 1	\$400.00			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$800.00	M/a aladasaa Lasasth Data	T	
Spot Ch Date Range Description 2 WLWT 10/15/12-10/21/12 T9-10p	Start/End Time T9-10p	Weekdays Length Rate	<u>Type</u>	
Credited	19-10p	-Tu :30 \$800.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$800.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
3 WLWT 10/29/12-11/04/12 T9-10p	T9-10p	-Tu :30 \$800.00	NM	
See MG 49.4				
4 WLWT 10/29/12-11/04/12 Tue NBC Prime Other	Prime Other	-Tu :30 \$800.00	NM	
→ MG for 49.3 10/30				

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Alt Order# Contract / Revision 941244 06259798

Contract Dates Product Estimate # 10/02/12 - 11/06/12 OBAMA FOR AMERICA 1537

Original Date / Revision Advertiser 10/22/12 / 10/22/12 Obama/D/President

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount_
50 WLWT10/10/12 10/24/12 W10-11p	W10-11p	:30	NM 2	\$1,300.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 Week: 10/15/12 10/21/12 0	<u>Rate</u> \$700.00 \$0.00			
Week: 10/22/12 10/28/121 1	\$600.00			
51 WLWT10/03/12 10/31/12 W9-10p	W9-10p	:30	NM 1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1	<u>Rate</u> \$1,000.00		_	
Spot Ch Date Range Description 1 WLWT 10/01/12-10/07/12 W9-10p Credited	Start/End Time W9-10p	<u>Weekdays Length Rate</u> ⊌ :30 \$1,000.00	<u>Type</u> NM	
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/121 1	\$0.00 \$600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WLWT 10/15/12-10/21/12 W9-10p	W9-10p	W :30 \$600.00	NM	
Credited Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121 1	\$1,000.00			
52 WLWT10/08/12 11/05/12 5-6a news	5-6a	:30	NM 5	\$370.00
Class of Time - Immediately Pre-emptible without notice				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$40.00			
Week: 10/15/12 10/21/12 1 1	\$40.00			
Week: 10/22/12 10/28/12 1 1	\$40.00			
Week: 10/29/12 11/04/12 1 1	\$125.00			
Week: 11/05/12 11/11/12 1 1	\$125.00			
53 WLWT10/08/12 11/05/12 6-7a news	6-7a	:30	NM 5	\$4,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/08/12 10/14/12 1 1	\$800.00			
Week: 10/15/12 10/21/12 1 1	\$800.00			
Week: 10/22/12 10/28/12 1 1	\$800.00			
Week: 10/29/12 11/04/12 1 1	\$800.00			
Week: 11/05/12 11/11/12 1 1	\$800.00			
54 WLWT10/08/12 11/05/12 NBC Today Show	7-9a	:30	NM 20	\$24,000.00
Class of Time - Pre-emptible with notice	- .			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 4 4	<u>Rate</u> \$1,200.00			
Week: 10/15/12 10/21/12 4 4	\$1,200.00			
Week: 10/22/12 10/28/12 4 4	\$1,200.00		j	
Week: 10/29/12 11/04/12 4 4	\$1,200.00			
Week: 11/05/12 11/11/12 4 4	\$1,200.00			
55 WLWT 10/08/12 11/05/12 430-5a News	430-5a	:30	NM 5	\$125.00
Class of Time - Immediately Pre-emptible without notice	_		1	
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1	Rate			
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$25.00 \$25.00			
VVGGN. 10/13/12 10/21/12 1!	φ23.00		1	



Contract / Revision Alt Order # 06259798 941244

Contract Dates Product Estimate # 10/02/12 - 11/06/12 OBAMA FOR AMERICA 1537

Original Date / Revision Advertiser 10/22/12 / 10/22/12 Obama/D/President

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$25.00				l		
Week: 10/29/12	11/04/12	1	1	\$25.00						
Week: 11/05/12	11/11/12	1	1	\$25.00					_	* 4 000 00
56 WLWT 10/08			y Show II	9-10a		:30		NM	5	\$4,000.00
Start Date	e - Pre-empti End Date	ible with notice Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$800.00						
Week: 10/15/12	10/21/12	1	1	\$800.00						
Week: 10/22/12	10/28/12	1	1	\$800.00						
Week: 10/29/12	11/04/12	1	1	\$800.00						
Week: 11/05/12	11/11/12	1	1	\$800.00						
57 WLWT 10/08	/12 11/05/	12 NBC Toda	y Show III	10-11a		:30		NM	5	\$2,000.00
Class of Time	e - Pre-empti	ible with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
Week: 11/05/12	11/11/12	1	1	\$400.00						
58 WLWT10/08			ARVEY DAY	STEVE HARVEY [:30		NM	5	\$350.00
	e - Immediat	ely Pre-emptible								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$50.00						
Week: 10/15/12	10/21/12	1	1	\$50.00						
Week: 10/22/12	10/28/12	1	1	\$50.00						
Week: 10/29/12	11/04/12	1	1	\$100.00						
Week: 11/05/12	11/11/12	1	1	\$100.00						
59 WLWT 10/08		•		12-1230p		:30		NM	5	\$480.00
		ely Pre-emptible		Data						
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$60.00						
Week: 10/05/12	10/14/12	1	1	\$60.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$60.00						
Week: 10/22/12	11/04/12	1	1	\$150.00						
Week: 10/25/12 Week: 11/05/12	11/11/12	1	1	\$150.00						
60 WLWT 10/08				1230-1p		:30		NM	5	\$365.00
		ely Pre-emptible	without notice	1200 lp		.00		1,,,,,	Ů	4000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12		1	1	\$55.00						
Week: 10/15/12	10/21/12	1	1	\$55.00						
Week: 10/22/12	10/28/12	1	1	\$55.00						
Week: 10/29/12	11/04/12	1	1	\$100.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$100.00						
61 WLWT10/08	/12 11/05/	/12 Days of O	ur Lives	1-2p		:30		NM	5	\$585.00
		ely Pre-emptible		,						
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$7 5.00						
Week: 10/15/12	10/21/12	1	1	\$80.00						
								-		

(* Line Transactions: N = New, E = Edited, D = Deleted)



Contract / Revision Alt Order # 06259798 941244 **Contract Dates** Product Estimate#

10/02/12 - 11/06/12 OBAMA FOR AMERICA 1537

Original Date / Revision <u>Advertiser</u> 10/22/12 / 10/22/12 Obama/D/President

**Time Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount							Spots/				
Week 1002/12 11/04/12 1	*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	•	Rate	Type S	pots	Amount
Week 10/29/12 11/04/12 1 1 \$175.00											
Week 1709/12 171/11/2 1 1 \$175.00				1							
Case of Time - Immediately Pre-empible without notice Start Date End Date Model And Spots/Week Spot			.	1	•						
Class of Time - Immediately Pre-empittle without notice Start Date Indiana Market Model Mo				I			.20		NINA	-	¢ E7E 00
Start Date Meek 1002/11 1014/12 1 1 \$75.00				. without notice	2-3p		:30		NIVI	5	φο/ο.υυ
Week 10/08/12 10/14/12 1					Rate						
Week 10/15/12 10/21/12 1				1							
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Week: 11/05/12	Week: 10/22/12	10/28/12	1	1	\$75.00						
63 WLWT10/08/12	Week: 10/29/12		1	1							
Class of Time - Immediately Pre-emptible without notice Sant Date End Date Weekdays Spots/Week \$70.00	Week: 11/05/12		1	1	· ·						
Start Date	63 WLWT 10/08	/12 11/05/	12 JUDGE JU	JDY EF	Judge Judy		:30		NM	5	\$810.00
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Week: 10/22/12			1	1							
Week: 10/29/12			1	1							
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Week: 10/08/12 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/29/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$1,000.00	Class of Time	e - Pre-empt	ble with notice								
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<u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 10/08/12 10/14/12 1 1 \$1,000.00	67 WLWT10/08	/12 11/05/	12 6-630p M-	F news	6-630p		:30		NM	5	\$5,000.00
Week: 10/08/12 10/14/12 1 1 \$1,000.00		e - Pre-empti	ble with notice								
				Spots/Week							
vveek: 10/15/12				1							
	vveek: 10/15/12	10/21/12	T	1	\$1,000.00				ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the



Start Date

75 WLWT 11/06/12

Week: 11/05/12

End Date

11/11/12

Class of Time - Pre-emptible with notice

11/06/12

Weekdays

12-1230p M-F news

-1----

Spots/Week

WLWT 1700 Young Street Cincinnati, OH 45202 (513)412-5000

www.wlwt.com

 Contract / Revision
 Alt Order #

 941244 /
 06259798

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 OBAMA FOR AMERICA
 1537

 Advertiser
 Original Date / Revision

 Obama/D/President
 10/22/12 / 10/22/12

				<u></u>						
						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
68 WLWT10/08	/12 11/05/	12 11-1135p	M-Su	11-1135p		:30		NM	5	\$8,500.00
	•	ble with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,700.00						
Week: 10/15/12	10/21/12	1	1	\$1,700.00						
Week: 10/22/12	10/28/12	1	1	\$1,700.00						
Week: 10/29/12	11/04/12	1	1	\$1,700.00 \$1,700.00				:		
Week: 11/05/12	11/11/12		 	\$1,700.00						
69 WLWT10/08				1135-1237a		:30		NM	5	\$1,175.00
		ely Pre-emptible		- .						
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$125.00						
Week: 10/05/12	10/14/12	1	1	\$125.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$125.00 \$125.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
Week: 11/05/12	11/11/12	1	1	\$400.00						
			/ linema Fallen	· · · · · · · · · · · · · · · · · · ·		:30		NIN/	5	¢470.00
70 WLWT10/08		_	w/Jimmy Fallon	1237-136a		.30		NM	5	\$470.00
Start Date	e - Immediate End Date	ely Pre-emptible Weekdays	without notice Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	<u> </u>	\$40.00						
Week: 10/15/12	10/21/12	1	1	\$40.00						
Week: 10/22/12	10/28/12	1	1	\$40.00						
Week: 10/29/12	11/04/12	1	1	\$175.00						
Week: 11/05/12	11/11/12	1	1	\$175.00						
71 WLWT 10/08	/12 11/05/	12 NBC Cars	on Daly	Carson Daly		:30		NM	5	\$130.00
		ely Pre-emptible	•			,,,,		, , , , ,	•	*
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$10.00						
Week: 10/15/12	10/21/12	1	1	\$10.00						
Week: 10/22/12	10/28/12	1	1	\$10.00						
Week: 10/29/12	11/04/12	1	1	\$50.00						
Week: 11/05/12	11/11/12	1	11	\$50.00						
72 WLWT11/06	/12 11/06/	12 5-6a news		5-6a		:30		NM	1	\$125.00
Class of Time	e - Immediate	ely Pre-emptible	without notice							
Start Date		Weekdays	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	1	\$125.00						
73 WLWT11/06	/12 11/06/	12 NBC Toda	y Show	7-9a		:30		NM	1	\$1,200.00
Class of Time	e - Pre-empti	ble with notice								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$1,200.00						
74 WLWT11/06	/12 11/06/	12 NBC Toda	y Show III	10-11a		:30		NM	1	\$400.00
		ble with notice	Snoto / Mook	Poto						

:30

NM

1

\$450.00

Rate

\$400.00

12-1230p

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WLWT 1700 Young Street Cincinnati, OH 45202

(513)412-5000

www.wlwt.com

Alt Order# Contract / Revision 941244 06259798 Contract Dates Product Estimate # OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/22/12 / 10/22/12 Obama/D/President

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	e TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$450.00			
76 WLWT11/06/12 11/06/12 Days of Our Lives	1-2p	:30	NM 1	\$400.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$400.00			
77 WLWT11/06/12 11/06/12 JUDGE JUDY EF	Judge Judy	:30	NM 1	\$600.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$600.00			
78 WLWT11/06/12 11/06/12 5-530p M-F news	5-530p	:30	NM 1	\$1,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00			
79 WLWT11/06/12 11/06/12 6-630p M-F news	6-630p	:30	NM 1	\$1,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00			
80 WLWT10/03/12 10/03/12 M-F POLITICAL PROGRAM	/// 7p-11p	:30	NM 1	\$1,325.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12w 1	<u>Rate</u> \$1,325.00			
81 WLWT10/11/12 10/11/12 M-F POLITICAL PROGRAM	/IN7p-11p	:30	NM 1	\$1,325.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12T 1	<u>Rate</u> \$1,325.00			
82 WLWT10/16/12 10/16/12 M-F POLITICAL PROGRAM	ИN7p-11p	:30	NM 1	\$1,325.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -T 1	<u>Rate</u> \$1,325.00			
83 WLWT10/22/12 10/22/12 M-F POLITICAL PROGRAM	MN7p-11p	:30	NM 1	\$1,325.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 M 1	<u>Rate</u> \$1,325.00			
84 WLWT10/21/12 10/21/12 BENGALS GAME 10/21	BENGALS GAME	:30	NM 1	\$12,000.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12	<u>Rate</u> \$12,000.00			
85 WLWT10/02/12 10/05/12 NBC Today Show III	10-11a	:30	NM 4	\$1,600.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 4	<u>Rate</u> \$400.00			
86 WLWT10/02/12 10/05/12 STEVE HARVEY DAY	STEVE HARVEY	:30	NM 4	\$1,200.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 4	<u>Rate</u> \$300.00			
87 WLWT10/02/12 10/05/12 2-3p	2-3p	:30	NM 4	\$1,600.00
Class of Time - Pre-emptible with notice			l	

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision 06259798 941244

Contract Dates Product Estimate # OBAMA FOR AMERICA 1537 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/22/12 / 10/22/12 Obama/D/President

		Spots/		
*Line Ch Start Date End Date Description		Days Length Week Rate	Type Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TwTF4	<u>Rate</u> \$400.00			
88 WLWT10/02/12 10/05/12 6-630p M-F news	6-630p	:30	NM 4	\$4,000.00
Class of Time - Pre-emptible with notice	Pata			
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TwTF4	<u>Rate</u> \$1,000.00			
89 WLWT10/02/12 10/05/12 6-7a news	6-7a	:30	NM 9	\$7,200.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 9	<u>Rate</u> \$800.00			
90 WLWT10/02/12 10/05/12 NBC Today Show	7-9a	:30	NM 16	\$19,200.00
Class of Time - Pre-emptible with notice				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 16	<u>Rate</u> \$1,200.00			
91 WLWT10/02/12 10/05/12 NBC Today Show II	9-10a	:30	NM 4	\$3,200.00
Class of Time - Pre-emptible with notice	Data			
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TwTF4	<u>Rate</u> \$800.00			
92 WLWT 10/20/12 10/20/12 NBC Saturday Night Live	NBC Saturday Nigh	:30	NM 1	\$2,000.00
Class of Time - Pre-emptible with notice	Data			
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/15/1210/21/12S-1	<u>Rate</u> \$2,000.00			
93 WLWT 10/21/12 10/21/12 NFL Pre-Game	NFL	:30	NM 1	\$3,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/15/12 10/21/12S 1	\$3,000.00			
94 WLWT 10/21/12 10/21/12 Sa/Su 6p news	Sa/Su 6p News	:30	NM 2	\$400.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/15/12 10/21/12S 2	\$200.00			
95 WLWT10/17/12 10/17/12 W9-10p	W9-10p	:30	N M 1	\$3,500.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/15/12 10/21/12W 1	\$3,500.00			
96 WLWT10/26/12 10/26/12 F10-11p	F10-11p	:30	NM 1	\$3,000.00
Class of Time - Pre-emptible with notice Start Date	Rate			
Week: 10/22/12 10/28/12F 1	\$3,000.00			
97 WLWT10/27/12 10/27/12 NBC Saturday Night Live	NBC Saturday Nigl	:30	NM 1	\$2,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12S- 1	\$2,000.00			
98 WLWT10/28/12 10/28/12 Sports Rock	Sports Rock	:30	NM 1	\$600.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12S 1	\$600.00			
99 WLWT10/23/12 10/23/12 T10-11p	T10-11p	:30	NM 1	\$5,000.00
Class of Time - Pre-emptible with notice			I	

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	941244 /	Alt Order # 06259798
Contract Dates 10/02/12 - 11/06/12	Product OBAMA FOR AMERI	Estimate # CA 1537
Advertiser Obama/D/President	<u>O</u>	riginal Date / Revision 10/22/12 / 10/22/12

				Spots/				
*Line Ch Start Date End Date Descriptio	n	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 -T	Spots/Week 1	<u>Rate</u> \$5,000.00						
N 100 WLWT10/23/12 10/23/12 T8-9p		T8-9p		:30		NM	1	\$6,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 -T	Spots/Week 1	<u>Rate</u> \$6,000.00						
				Total			825	\$483,010.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	628	\$360,160.00	\$306,136.00
10/29/12 -11/06/12	197	\$122,850.00	\$104,422.50
Totals	825	\$483,010.00	\$410,558.50

Signature:	Date:	
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